FIG. 1

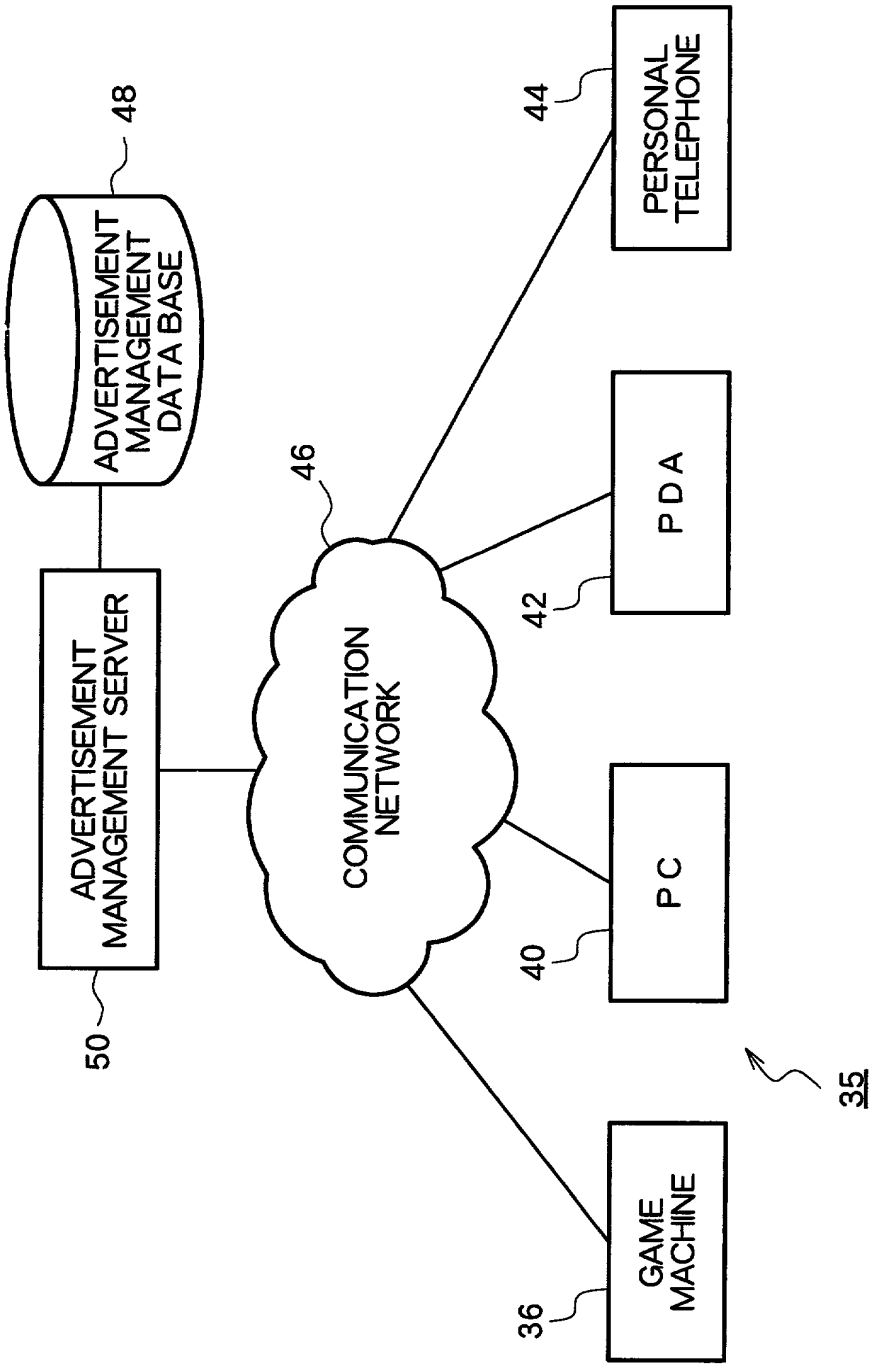

ADVERTISEMENT MANAGEMENT DATA BASE
48
ADVERTISEMENT MANAGEMENT SERVER
50
COMMUNICATION NETWORK
46
PERSONAL TELEPHONE
44
PDA
42
PC
40
GAME MACHINE
36
35

FIG. 2

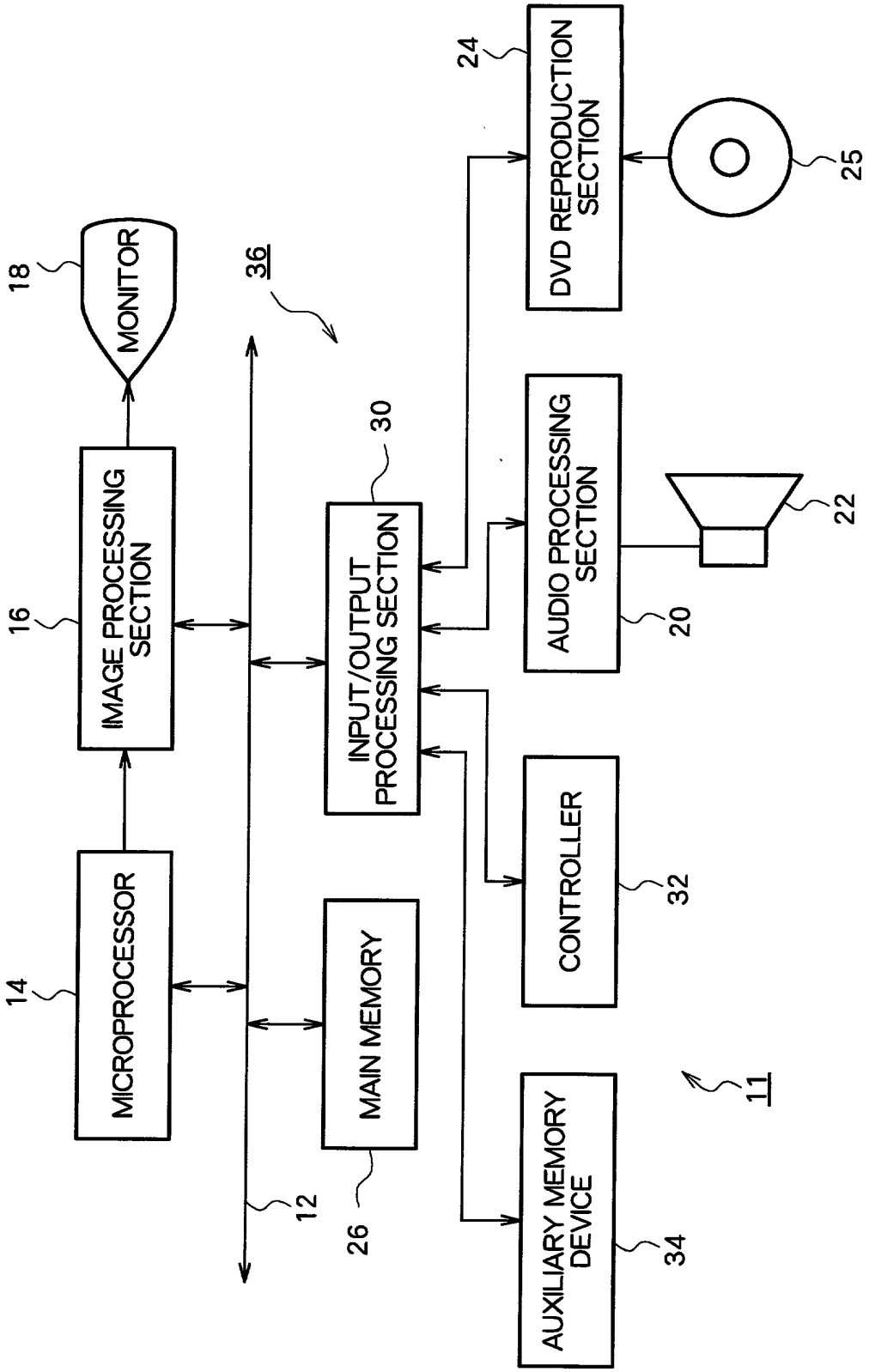

MONITOR
18
36
DVD REPRODUCTION SECTION
24
25
IMAGE PROCESSING SECTION
16
30
INPUT/OUTPUT PROCESSING SECTION
AUDIO PROCESSING SECTION
22
20
MICROPROCESSOR
14
MAIN MEMORY
CONTROLLER
32
12
26
AUXILIARY MEMORY DEVICE
34
11

FIG. 3

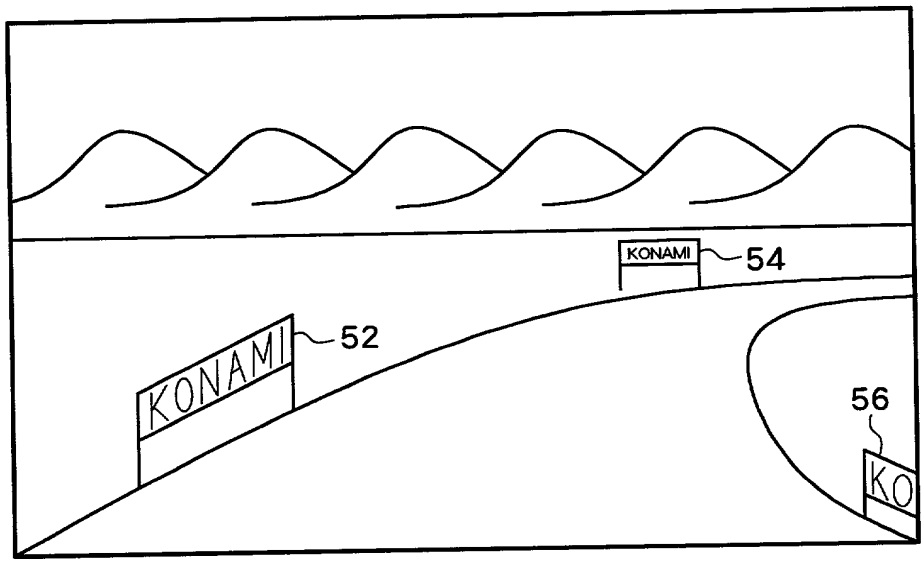


FIG. 4

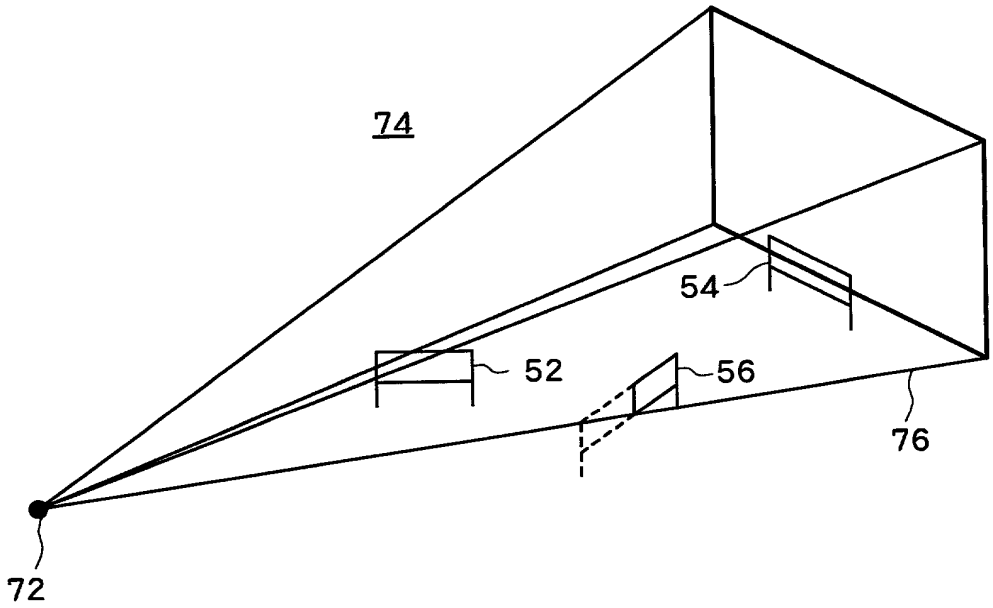


FIG. 5

ADVERTISEMENT ID	IMAGE PATH	GAME ID	ADVERTISEMENT PLACEMENT LOCATION DATA (ADVERTISEMENT TEXTURE DATA, REPLACING POSITION)	ADVERTISEMENT PERIOD
001	xxx/xxx.bmp	0123	・・・・・・・	2001/1/1～2001/2/28
002	xxx/xxy.bmp	0123	・・・・・・・	2001/1/1～2001/9/1

ADVERTISER ID	ACCUMULATED CHARGE POINT	ADVERTISEMENT TARGET DATA	ADVERTISEMENT PLACEMENT LOCATION RANK
0987	19872955	・・・・・・・	A
0987	875944	・・・・・・・	C

AK -1 Q68371
GAME ADVERTISEMENT CHARGE SYSTEM, GAME ADVERTISEMENT DISPLAY SYSTEM, GAME MACHINE, GAME ADVERTISEMENT CHARGE METHOD, GAME ADVERTISEMENT OUTPUT METHOD, GAME MACHINE CONTROL METHOD AND PROGRAM
FILED February 27, 2002
Allan J. Kasper (202) 293-7060
4 OF 11

20220 "0516004

FIG. 6

ADVERTISEMENT ID	IMAGE PATH	ADVERTISEMENT PLACEMENT LOCATION DATA (ADVERTISEMENT TEXTURE DATA, REPLACING POSITION)	ADVERTISEMENT PERIOD
0 0 1	xxx/xxx.bmp	AD0003, (○, ○)	2001/1/1～2001/2/28
0 0 2	xxx/xxy.bmp	AD0100, (□, □)	2001/1/1～2001/4/1

ADVERTISEMENT POINT	DISPLAY FREQUENCY	DISPLAY TIME
305	121	A
212	42	C

AKOI Q68371
GAME ADVERTISEMENT CHARGE SYSTEM, GAME ADVERTISEMENT DISPLAY SYSTEM, GAME MACHINE, GAME ADVERTISEMENT CHARGE METHOD, GAME ADVERTISEMENT OUTPUT METHOD, GAME MACHINE CONTROL METHOD AND PROGRAM
FILED February 27, 2002
Alan J. Kasper (202) 293-7060
5 OF 11

FIG. 7

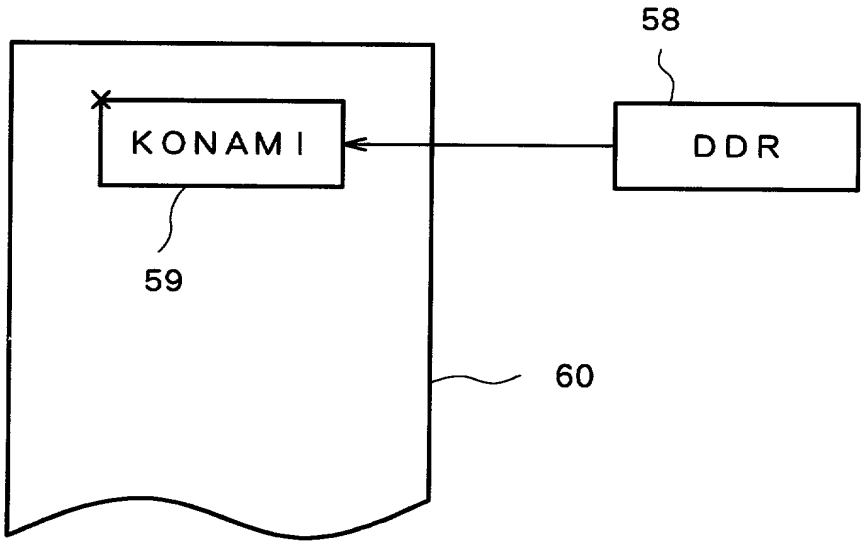


FIG. 8

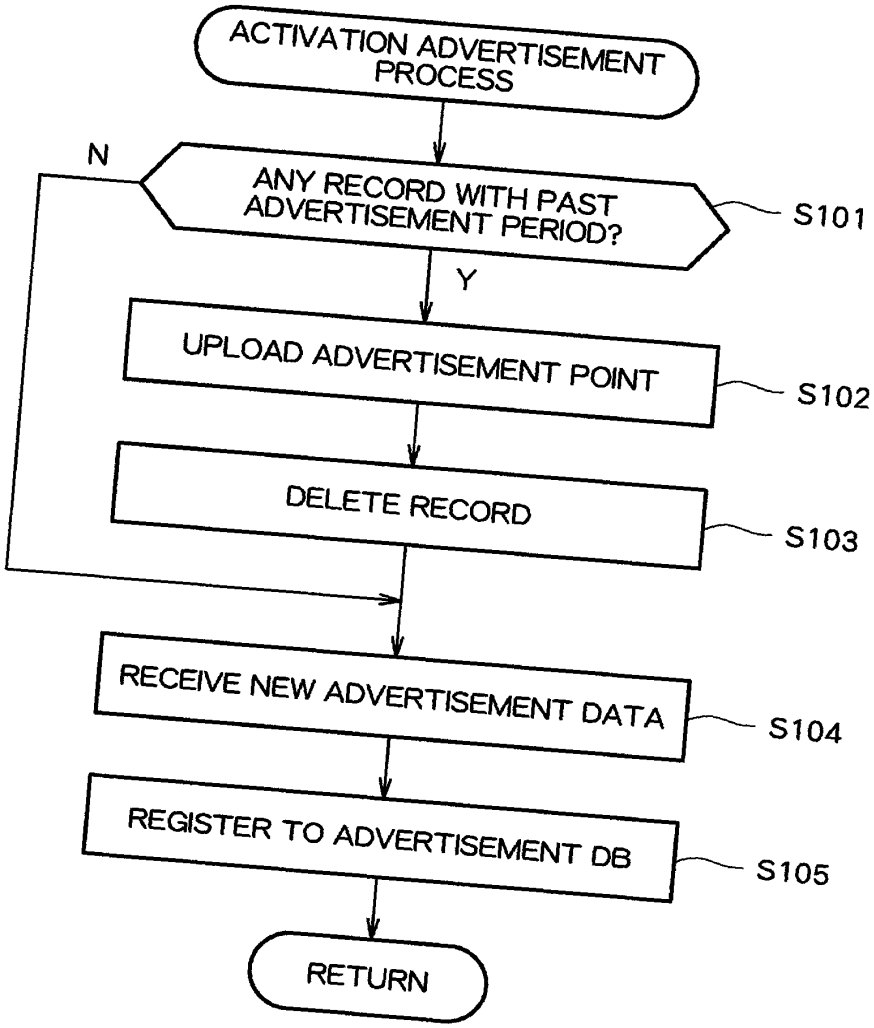

ACTIVATION ADVERTISEMENT PROCESS
N
ANY RECORD WITH PAST ADVERTISEMENT PERIOD?
S101
Y
UPLOAD ADVERTISEMENT POINT
S102
DELETE RECORD
S103
RECEIVE NEW ADVERTISEMENT DATA
S104
REGISTER TO ADVERTISEMENT DB
S105
RETURN

FIG. 9

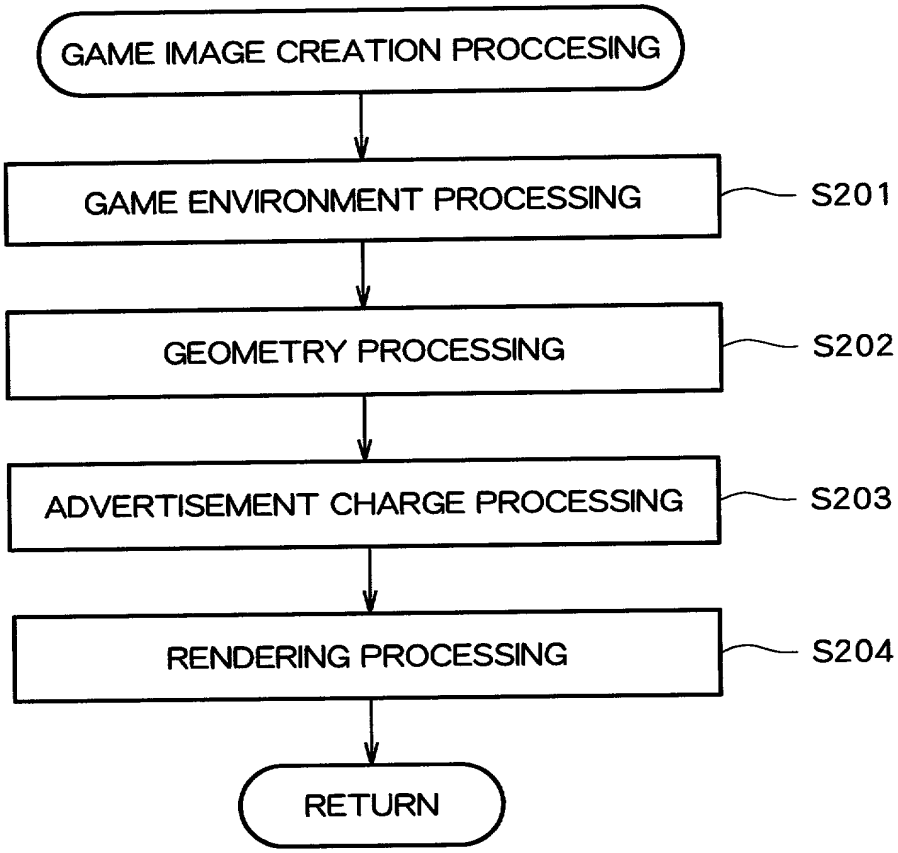

GAME IMAGE CREATION PROCCESING
GAME ENVIRONMENT PROCESSING
S201
GEOMETRY PROCESSING
S202
ADVERTISEMENT CHARGE PROCESSING
S203
RENDERING PROCESSING
S204
RETURN

FIG. 10

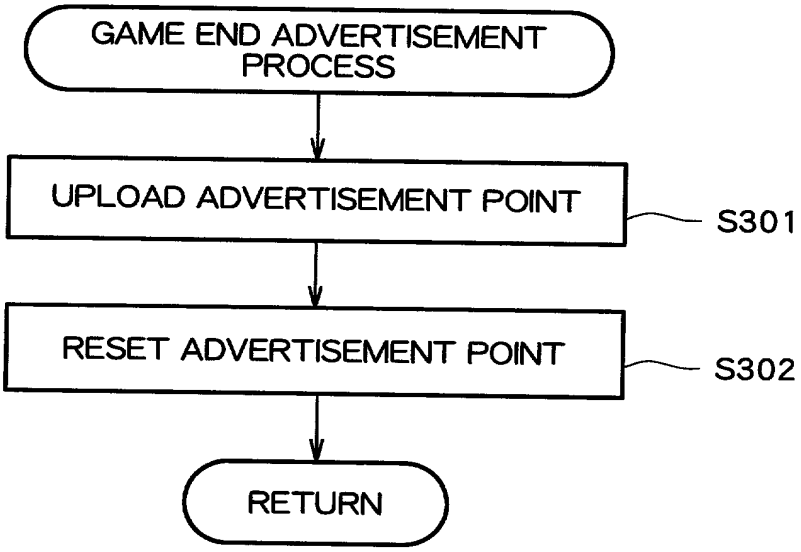

GAME END ADVERTISEMENT PROCESS
UPLOAD ADVERTISEMENT POINT
S301
RESET ADVERTISEMENT POINT
S302
RETURN

FIG. 11

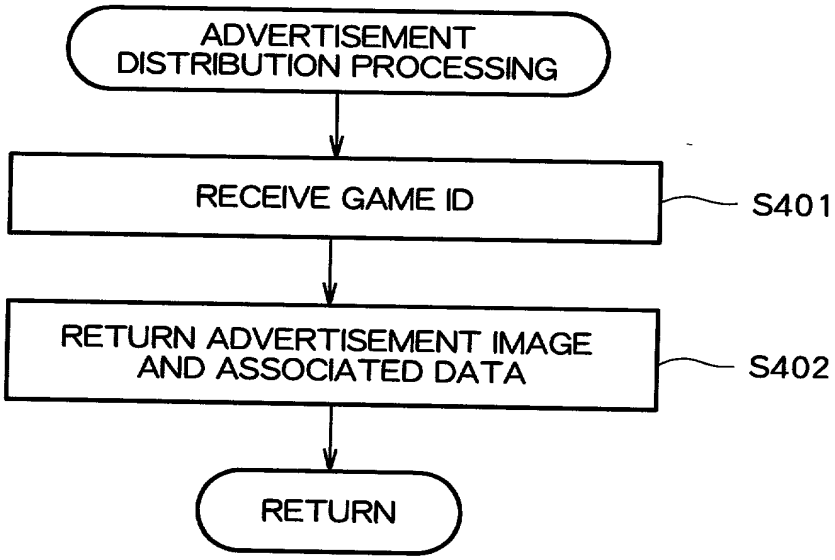

ADVERTISEMENT DISTRIBUTION PROCESSING
RECEIVE GAME ID
S401
RETURN ADVERTISEMENT IMAGE AND ASSOCIATED DATA
S402
RETURN

FIG. 12

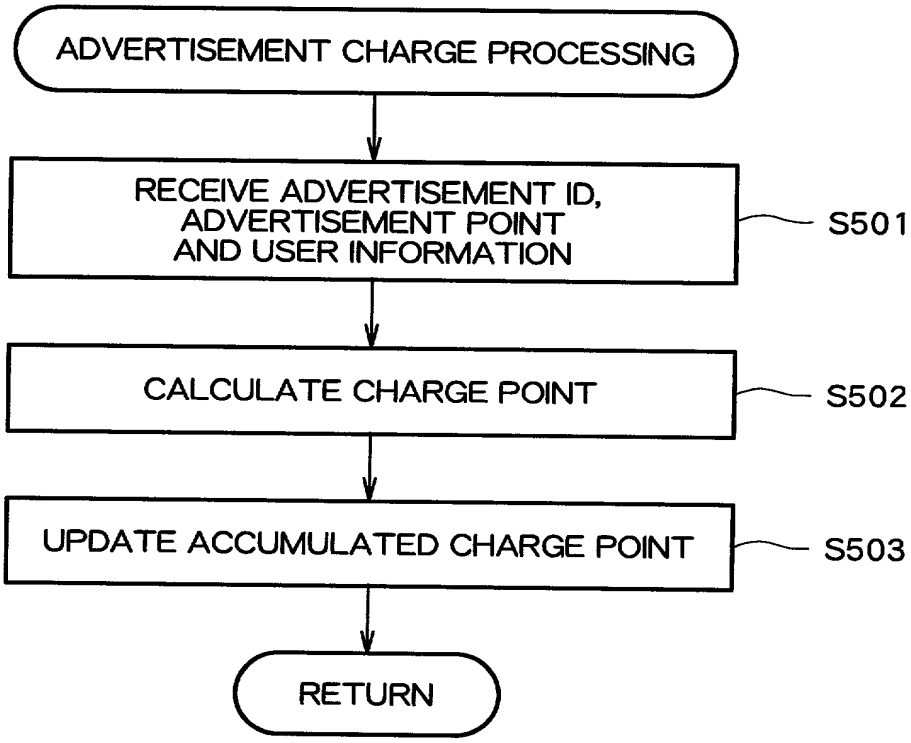

ADVERTISEMENT CHARGE PROCESSING
RECEIVE ADVERTISEMENT ID, ADVERTISEMENT POINT AND USER INFORMATION
S501
CALCULATE CHARGE POINT
S502
UPDATE ACCUMULATED CHARGE POINT
S503
RETURN

FIG. 13

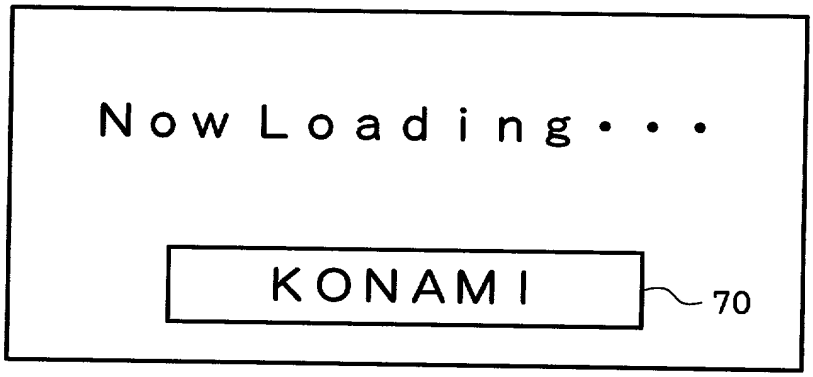
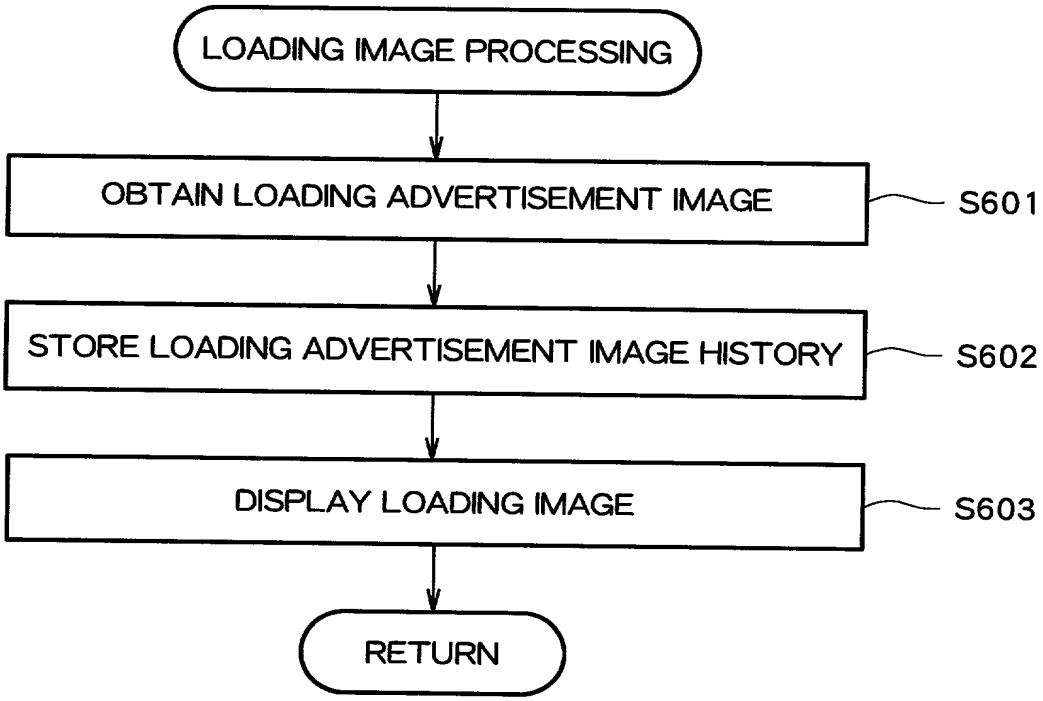

Now Loading・・・
KONAMI
70

FIG. 14


LOADING IMAGE PROCESSING
OBTAIN LOADING ADVERTISEMENT IMAGE
S601
STORE LOADING ADVERTISEMENT IMAGE HISTORY
S602
DISPLAY LOADING IMAGE
S603
RETURN